

ABSTRACT OF THE DISCLOSURE

When information is received specifying a desired product and a desired light source type, e.g. a type of a light source used in an environment in which the product, if purchased, would actually be used, a server device provides a color reproducing correction process for original image data obtained by shooting the desired product. Specifically, component data corresponding to a color of the light source at shooting and that corresponding to a color of the light source of the desired type are used to correct original image data to attain image data obtained when the product is shot under the desired light source type. The data obtained by the correction is transmitted to a consumer terminal and displayed on a screen. The consumer confirms the displayed image, and if satisfied with e.g. how the product would present color, the process moves on to an on-line transaction process for product purchasing.